

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

UNCLAS STATE 284068

E.O. LL652: N/A

TAGS: BESP, IR

SUBJECT: OFFICIAL USDOC PARTICIPATION IN AGWA TRADE FAIR

REFERENCE: TEHRAN 10162

1. PER EMBASSY RECOMMENDATION, CAGNE WILL PARTICIPATE OFFICIALLY IN SUBJECT TRADE FAIR. POST REQUESTED INFORM IRAN INTERNATIONAL FAIRS AND EXHIBITIONS CORP. HOWEVER, NO PAYMENTS OR COMMITMENTS TO PAY SHOULD BE MADE UNTIL AUTHORIZED. USDA DECISION ON PARTICIPATION STILL PENDING. DECISION EXPECTED BY MARCH/APRIL, 1975. EMBASSY REQUESTED CONDUCT STANDARD SITE SURVEY, MAKING RECOMMENDATION APPROPRIATE PAVILION TO ACCOMMODATE FORTY EXHIBITORS INSIDE AND TEN EXHIBITORS OUTSIDE.

2. CABLE EXACT SPACE RENTAL COSTS AND WHEN PAYMENTS REQUIRED. IN EVENT CAGNE OPTS USE IIFE BOOTH CONSTRUCTION, CABLE EXACT COSTS PER SQUARE METER.

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3. SINCE TEN MONTH LEAD-TIME ALREADY CRITICALLY SHORT FOR

RESEARCH, PLANNING AND INDUSTRY SOLICITATION, TC REQUESTED
ASSIGN JOHN DORAN IMMEDIATELY TO CONDUCT MARKET RESEARCH ON
AGWA THEMES. PRODUCT CATEGORIES TO BE RESEARCHED SHOULD
INCLUDE THOSE LISTED PARA. 6 REFTEL, EXCLUDING LIVE ANIMALS,
FOODS AND GRAINS, FERTILIZERS, PESTICIDES, AND EQT. FOR
PREPARING, COOKING AND CANNING OF AGRICULTURAL PRODUCTS.

4. CAGNE UNDERSTANDS THAT LEAD-TIME REQUIREMENTS PREVENT
CONDUCTING FULL IN-DEPTH MARKET SURVEY. SHORTER VERSION
OF STUDY WILL BE SATISFACTORY. IT IS IMPERATIVE THAT
ADVANCE COPY OF MARKET RESEARCH STUDY ARRIVE USDOC, WASHDC
NLT JAN. 31, 1975. THIS PERMITS PLANNING DURING FEB.
1975, AND INDUSTRY SOLICITATION DURING PERIOD MARCH
THROUGH JUNE, 1975. BROWN

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